

Outreach Committee Project Proposal

Applicant	Sheri Johnson
Applicant ID	APP-000394
Company Name	SWIMA
Recipient Address	SWIMA 5465 E. Terra Linda Way Nampa, ID 83687-9183
Email	sheri@swima.org
Funding Requested	\$0.00
Status	Submitted
Funded	<input type="checkbox"/>

Contact

Question: Entity name

Southwest Idaho Manufacturers' Alliance

Question: "Doing business as" (If applicable)

SWIMA

Question: Federal Tax ID Number

82-0427074

Question: Street address

5465 E. Terra Linda Way

Question: PO Box (If applicable)

Not Answered

Question: City

Nampa

Question: State

ID

Question: Zip Code

83687

Question: Entity website

www.swima.org

Question: Last name

Johnson

Question: First name

Sheri

Question: Email address

sheri@swima.org

Question: Contact phone

2085509296

Project Information

Question: Project title

Manufacturing Careers Outreach (formal name TBD)

Question: Project manager first name

Sheri

Question: Project manager last name

Johnson

Question: Please provide a list of partners (specific to this project)

tbd

Project Description

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Manufacturing Careers Outreach Initiative

Develop the foundation for a formalized manufacturing recruitment and training 'brand' under SWIMA's management. This request will fund the initial website and app, plant tour and job videos, career fair booth items and the initial brand marketing collateral. These tools are intended to be a one-stop-shop to educate students and the public about manufacturing and manufacturing careers in Idaho.

Background

SWIMA has planned and executed the Made Here Manufacturing Expo & Job Fair for five years now. The event is in conjunction with National Manufacturing Day (mfgday.com) and educates students and the public on the opportunities in manufacturing, as well as the companies who are the makers in Idaho. This event has been extremely successful, and we'd like to bring this resource to Idahoans throughout the state through this on-demand resource. Not all schools and residents can make it to the expo, so we want to bring the information to them.

Elements of the Project

Website

See 'idea sites' here:

<https://makingohio.com/>

<https://www.nwiamfgcareers.com/home>

<https://newmfgalliance.org/career-exploration/manufacturing-careers/>

The website will include the following elements, at minimum:

- Four Idaho manufacturing company virtual site tours
- Four manufacturing job videos/virtual tours, first four will be from the list of the most needed manufacturing jobs in Idaho based on our membership surveys and will coincide with our apprenticeship offerings
- Manufacturing career forecast information
- Manufacturing career pathways
- Manufacturing job descriptions, estimated pay, companies who employ the job, etc.
- Apprenticeship information and opportunities
- Resources for technical training (CWI, CSI, NIC, TVCC, etc.)
- Educator resources for teaching about the manufacturing industry and careers
- Intern Resume Upload
- Summer job applicant resume upload
- Request form for guest speakers, donations, technical advisory committee members, in-person tours, job shadows, mock interviews, etc.
- Subpage or link to our Made Here Expo page

Mobile App

Based on our research and conversations with the now defunct Idaho PTECH Network team, we know that reaching the next generation will be much more efficient by offering an app experience as opposed to only a website. We have had initial conversations about some teen-engagement in regard to this app, and will utilize the lessons learned by former PTECH team members to finalize the development of the apps features. Currently, we anticipate a paired down version of above with some additional engagement features. At minimum, it will include:

- Request form, as noted above
- All virtual tours/jobs videos as noted above
- Resources page with educational links
- Manufacturing job descriptions as noted above
- Job and internship links
- Made Here Expo features, including expo map, voting on favorite booths, connecting with exhibitors' webpages, etc.

Videos

These videos will be posted on our webpage, app, and on YouTube. We also hope to link similar videos done by Idaho Public Television, and other partners, as available.

- Four virtual tours of Idaho manufacturing companies in a range of industries, most likely aerospace, machining, food and rec-tech.
- Four 'day in the life' or similar type videos showing what it's like to do in-demand manufacturing jobs (these jobs coincide with the apprenticeships we are working on launching this year)

Trade Show/Career Fair Booth

This will include components for a 10x20 booth, including multiple tables/podiums or mounts for multiple viewing screens (tablets or monitors) to show tours/videos during the career fairs, our Made Here Expo, the student portion of the I-90 Aerospace Conference and other similar events.

Marketing

We will develop a brand package, including logo, as well as messaging for the audiences. Marketing collateral will include physical marketing pieces (for live events), social media posts, and a program rollout campaign to support the initiative.

Question: Campaign timeline

After grant approval, the estimated project timeline is nine to 12 months for completion of video production and website/app development. Campaign will be ongoing from then. (Assuming no COVID restrictions for plant tours, vendor lead times, etc.)

Organizational Capacity Resume

Question: Please attach an organizational resume that demonstrates your organization's capacity to complete this project.

[SWIMA Organizational Resume WDC Outreach Grant.pdf](#) (5/12/2020 3:07 PM)

Question: Please attach a resume or bio for the named project person.

[SJ Resume 2020.pdf](#) (5/12/2020 3:07 PM)

Question: Please describe how your organization will support the workload of this project. Include staffing, hours, and other considerations.

With the near certainty that we will not be able to host our annual Made Here Expo, we will transition the hours we typically would spend on that event into this and other initiatives. We have a STEM Action Center Extern who will be helping us develop messaging and a mini-curriculum for educators and students. What we love about this undertaking, is that the funding will benefit an ongoing resource for the entire state for years to come. The tools we'll be developing will continue to live for the foreseeable future and we can continue building on it. We estimate that SWIMA staff will have 300 hours invested into this by the end of 2020. Further, we are participating in IACI's Talent Pipeline Management Program this year and those efforts will support this initiative, and vice versa.

Budget

The Outreach Committee encourages applicants to look towards long-term funding outside of the outreach project funds. However, multi-year projects will be considered, and renewal of projects will be accepted depending on how they fit into the Outreach Committee's goals and objectives.

A project budget will need to be uploaded as part of the application process. Please click on the link to the Outreach Committee Project Proposal Budget. There will be an option to download the budget template. Please complete the template and upload to the appropriate question in this section.

Budget Sheet

Question: Budget

[Outreach Committee Project Proposal Budget Sheet.xlsx](#) (5/19/2020 4:35 PM)

Question: Budget notes

Budget numbers based on initial quotes from vendors. Changes and additional quotes may be requested. Subject to some variation after design/implementation details are identified and/or confirmed.

Question: How else have you sought to fund this program?

Self-funding, in-kind, we will seek partner funding from manufacturing companies and educational institutions by offering them advertising and spotlight videos. This will generate the revenue to continue the hosting and other ongoing costs.

Question: Why do you think WDTF is a good source of funding for your project?

To our knowledge, there is no other industry group doing this type of direct outreach. Certainly no one doing this for manufacturing. This proposal offers a portable, multi-purpose, reusable resource that can be utilized by students, educators, employers and job seekers across the state to benefit ALL of Idaho. Our organization runs on approximately \$125,000 (FY19) per year and we can't fund this type of infrastructure, but have the partners and constituency to make an impact with this project. We need the support of this committee and this fund to make it happen.

Outcomes

Question: Entity responsible for tracking and reporting

SWIMA and initiative partners

Question: What is the potential for increasing the awareness of careers for Idahoans?

2019's Made Here Expo had exposure to 1,500 students (including educator chaperones) from around the Treasure Valley. If we can make this portable and flexible mode for educators to expose their students to manufacturing careers, we can anticipate incredible increase in awareness. Schools who don't have a travel budget, have too many students to attend in buses, schools outside our area who can't feasibly attend the Made Here Expo, teachers and counselors who want to use this as a tool throughout the year, not just when we're doing the expo or other career fairs. Further, we can use this as a tool to recruit those already in the job pool, as well as parents helping their students research career paths.

One of the underlying comments we get from Made Here Expo attendees is that they didn't know the 'cool jobs' and 'cool companies' that are in their backyard. Digitally creating a home to show viewers what particular jobs and companies are like will go a long way in showing what

modern manufacturing really looks like, specifically here in Idaho. This will be an incredible tool for teachers in rural communities in the areas of the state where they don't have the opportunity for career fairs and manufacturing company tours!

Question: What is the anticipated reach of the project?

Our educator/counselor lists exceed 500 contacts. If only 1/4 of them use this resource to show a class, we can expect 1,500 touches through that avenue. We will also reach approximately 1,500 at each subsequent Made Here Expo. Approximately 250 per year in other job/career fairs we participate in. At least 10,000 social media views through our targeted marketing efforts for this campaign (year 1).

Question: What are the anticipated project outcomes?

We are looking to have a 'home' for our talent pipeline promotion and resources. We already have contacts in CTE and education begging us for available resources, so, to have a place to direct educators, students, and job seekers to visit with the information they're looking for, will be an important tool in manufacturing talent pipeline growth. The foundation proposed in this application will be something we can build on for years to come.

Question: What metrics and or reports will be delivered to the committee, and when?

Links to completed videos and tours, upon completion
Links to completed website/app, upon completion
Marketing collateral, upon completion
Website and social media analytics, at project end
Testimonials from three-five participants, at project end

Sheri Johnson

Caldwell, Idaho | 208-697-0714 | sherij76@gmail.com

EXPERIENCE

- | | |
|--------------|---|
| 2013-present | <i>Southwest Idaho Manufacturers' Alliance</i> , President & Co-Founder <ul style="list-style-type: none">· Formed the idea and shared in the architecting of a new 501c6 non-profit benefitting the regional manufacturing industry· Responsible for implementing the organizational goals and the day-to-day operations· Operated from 2013-2016 independently and as a volunteer· Membership as of April 30th 2020, is 120 member companies |
| 2017-2018 | <i>Sapphire Metal Finishing</i> , Start-up/Operations, Marketing/Event Contractor |
| 2017 | <i>Van Auken Companies</i> , Marketing Contractor |
| 2004-2015 | <i>Johnson Thermal Systems Inc.</i> , Co-owner, President/CEO <ul style="list-style-type: none">· Manufacturer of process cooling equipment· Roles ranged from simple bookkeeping in the early years to President/CEO· Responsible for Human Resources, Financial, Marketing, Strategy and Operational areas· Size ranged from 2-22 employees and gross sales approximately \$3.5M during my tenure |
| 2006-present | <i>Licensed Realtor, various agencies</i> |

EDUCATION

- | | |
|----------------|--|
| December 1998 | BS, Agribusiness, Marketing & Dairy Science concentrations
California Polytechnic State University, San Luis Obispo |
| December 2006 | Idaho Real Estate Commission (licensee since December 2006) |
| September 1999 | California Real Estate Commission |

VOLUNTEER ROLES

- | | |
|-----------|--|
| 2015-2017 | Vallivue Lacrosse Association, Secretary |
| 2013-2016 | Southwest Idaho Manufacturers' Alliance |
| 2011-2014 | Young Life, local advisory committee |
| 2009-2011 | Canyon Optimist Soccer Club, Marketing & Registrar |



Organizational Resume

The Southwest Idaho Manufacturers' Alliance is an organization created by manufacturers, for manufacturers. We are committed to advocate for the industry and to be an integral link between manufacturing companies, partners and agencies. We will promote the economic and career benefits of manufacturing to positively influence public perception and to aid in the development of a strong workforce.

Mission Statement: *The Southwest Idaho Manufacturers' Alliance is focused on knowledge sharing, collaboration and advocacy to influence a manufacturing environment that creates benefits for the industry and the community.*

Since its inception in 2015, SWIMA's grass roots efforts have resulted in membership of 120 companies. The vision of the original board of directors was seeing a statewide manufacturing entity in SWIMA's future. Because of its strong reputation, SWIMA was honored to be asked to take over management of the Idaho Aerospace Alliance and began doing so in January of 2020. With this opportunity, the board of directors voted unanimously to refocus and rebrand SWIMA into the Idaho Manufacturing Alliance. This transition will take place in the second half of 2020.

Many educators and students have participated in our education outreach projects to-date, including student site tours, guest speakers, job fairs and more. (2019 numbers exceed 1,600 educators and students reached.) With the statewide reach SWIMA will have, and by increasing our talent pipeline tool kit as proposed in this application, we can reach more students and educators in the Treasure Valley and throughout the state.

SWIMA has a strong [Board of Directors](#) and dedicated, long-term staff, including an organizational founder. The relationships SWIMA has built with its members and vendor partners ensures everyone involved with this project is committed to its success.

Tentative Member Partners

(Confidential until confirmed)

- Western Trailer
- Materne
- Simplot
- Micron
- Teton Machine

Tentative Vendors

(Confidential until confirmed)

- 360 Immersive
- Peppershock Media
- Valice, Inc.
- International Minute Press

SWIMA Contact for Project

Sheri Johnson, Co-Founder & Executive Director

<https://www.linkedin.com/in/sheri-johnson-5707096/>